

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

Elections – Summary Revision of Photo Electoral Rolls with reference to 01-01-2011 as the qualifying date – Payment of bills of Rs.37,97,850-00 to M/s Akshara Advertising Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Eenadu, Deccan Chronicle and Siasat of Hyderabad daily news papers on 29-10-2010– Sanctioned – Orders – Issued.

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GENERAL ADMINISTRATION (ELECTIONS.C) DEPARTMENT

G.O.Rt.No. 5380

Dated:03-11-2010

Read the following:-

1. Memo.No.13023/371/B.G.III/2010, dt: 26-05-2008 from Finance (BG-III) Dept.,
2. G.A. (Elecs.E) Dept. Lr.No.3134/Elecs.E/A2/2010-6, dt: 26-10-2010.
3. From M/s Akshara Advertising Ltd., Hyderabad Bill No. S/151/10, dt:29-10-10
4. G.O.Rt.No.4335, Fin. (BG-III) Dept., dt:13-10-2010

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ORDER:

The Government in the Letter 2<sup>nd</sup> read above, M/s Akshara Advertising Limited, Hyderabad have been requested to prepare three different layouts of the advertisement in Telugu, English and Urdu on 29-10-2010 for approval and after approval insert the same in all editions of Eenadu, Deccan Chronicle and Siasat, Hyderabad editions in daily news papers on 29-10-10 and also requested to submit bills as per I & PR approved rates. Accordingly, the advertisement was published in all editions of Eenadu, Deccan Chronicle and Siasat of Hyderabad in daily news papers on 29-10-2010.

2. In the letter 3<sup>rd</sup> read above, M/s Akshara Advertising Limited, Hyderabad has submitted bills as per approved rates of I & PR Dept., for an amount of Rs.38,56,527-00 as advertisement charges for payment as detailed below:

a) Eenadu All Editions (33 X 25 Cms = 825.00 Sq.Cms @ Rs.2250/-)	--	Rs.18,56,250-00
b) Deccan Chronicle, All AP Editions (33.2 X 25 Cms = 830.00 Sq.Cms @ Rs.2220/-)	--	Rs.18,42,600-00
c) Siasat, Hyderabad (33 X 25 Cms = 825 Sq.Cms @ Rs.120)	--	Rs. 99,000-00
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		Rs.37,97,850-00
1.5% Service Tax		56,968-00
2% Education Cess on Service Tax		1,139-00
1% Higher Education Cess on Service Tax		570-00
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		Rs.38,56,527-00
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(Contd..2..)

3. Government, after careful examination have viewed that the Service Tax has to be borne by the firm/advertising agency and decided to pay Rs.37,97,850-00 (Rupees Thirty Seven lakhs, ninety seven thousand eight hundred fifty only) towards Publication Charges after excluding Service Tax and Cess.

4. In view of the above, Government hereby accord sanction for payment of **Rs.37,97,850/- (Rupees Thirty seven lakhs ninety seven thousand Eight hundred fifty only)** to M/s Akshara Advertising Limited, Hyderabad towards the cost of Press Advertisement regarding Awareness and Publicity Campaign in all editions of Eenadu, Deccan Chronicle and Siasit, Hyderabad in daily news papers on 29-10-2010.

5. The expenditure sanctioned in para 4 above shall be debited to **"2015 – Elections – M.H 108 Issue of Photo Identity Cards to Voters – S.H (04) Photo Identity Cards to Voters – 260 Advertisements, Sales and Publicity Expenses"** and shall be met from the funds provided vide G.O. 4<sup>th</sup> read above.

6. The General Administration (Claims.C) Department are requested to draw the amount sanctioned in para 4 above, obtain a cheque in favour of **"M/s Akshara Advertising Limited, Hyderabad"** and forward the same to this Department for taking necessary further action.

7. The Pay and Accounts Officer, Hyderabad are requested to admit the bill in relaxation of Quarterly regulation orders issued in the Memo. 1<sup>st</sup> read above.

8. M/s Akshara Advertising, Hyderabad shall pay the Service Tax directly to the Government.

9. This order does not require the concurrence of Finance Department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

BHANWAR LAL  
CHIEF ELECTORAL OFFICER & E.O.  
PRINCIPAL SECRETARY TO GOVERNMENT

To  
M/s Akshara Advertising, 11-4-641/A, 1<sup>st</sup> Floor,  
Lane Opp.PTI Building, A.C.Guards, Hyderabad – 500004.  
The General Administration (Claims.C) Department  
The Pay & Accounts Officer, Hyderabad  
The Deputy Pay & Accounts Officer, Secretariat Branch, Hyderabad  
The Commissioner of Information & Public Relations, A.P., Hyderabad.

Copy to:

The Director of Treasuries & Accounts, A.P., Hyderabad  
The Accountant General, Andhra Pradesh, Hyderabad.  
Finance (Expr.GAD.I/ BG.III) Department.  
SF/SC.

//FORWARDED:: BY ORDER//

SECTION OFFICER